

APPROVED: Meeting No. 38-95

ATTEST: *Paula S. Jewell*

MAYOR AND COUNCIL
ROCKVILLE, MARYLAND
Meeting No. 20-95

April 4, 1995

The Mayor and Council of Rockville, Maryland, convened in Worksession in the Council Chamber, Rockville City Hall, 111 Maryland Avenue, Rockville, Maryland, on April 4, 1995, at 7:38 p.m.

PRESENT

Mayor James F. Coyle

Councilmember Robert E. Dorsey

Councilmember James T. Marrinan

Councilmember Rose G. Krasnow

ABSENT

Councilmember Nina A. Weisbroth

Also present: Acting City Manager Rick Kuckkahn, City Clerk Paula Jewell, Director of Recreation and Parks Burt Hall, RAP Liaison Kathleen Moran, and Arts Programs Supervisor Betty Wisda.

Re: Worksession with Rockville Arts
Place (RAP)

The Mayor and Council met with RAP Executive Director Christine Adams and Board members Robert Roseman (Co-President); Susan Sharp (Co-President); John Gilfrich, Carol Heiderer and Clark (an Artist). The following matters were discussed:

1. Update on Current and Perspective Activities - Mr. Roseman said that the last 15-16 months have been extraordinary--RAP has demonstrated fiscal capabilities and new inroads. Mr. Roseman noted the following:

- (a) Fundraising efforts netted \$7400 last year and \$7277 to date, and the Art For A Steal Fundraiser is still to come. RAP is hoping to have a net close to \$20,000.
- (b) In 1989, RAP received no grant funds; in 1993, they received \$5,000; in 1994, \$13,000 and, to date, \$29,616 has been committed.
- (c) RAP has been attempting to develop an education program, but these efforts have strained their human resources. They need to expand administrative support for the education program and would like to create a gallery position to support the efforts of the Gallery Committee.
- (d) There is a need to expand and upgrade RAP's computer and software inventory. RAP also needs to do significant marketing and development of programs for the visually impaired.
- (e) RAP would like to work with the City to mastermind development of some construction panels that would be placed in the redevelopment area in Town Center. They are proposing to challenge each school to prepare art work on panels which would be for sale to City businesses. Proceeds from the sales would be shared with Rockville school PTAs. Mayor Coyle suggested that the

RAP Board meet with Rockville Center, Inc. to see what they can do to create the right environment for this proposal.

Clark, an artist, introduced himself. He owns an art gallery in Washington, D.C. in the non-profit sector. As a member of the Board for over a year, he saw the Board as an opportunity for education and expansion of RAP's goals. Clark said that there were artists who are eager to help with these goals by working with schools, at-risk students, and others, to teach skills that kids could use to express themselves. Clark said that the artist group is accomplishing a lot with limited finances and resources, and they are looking for support from the City and County. Mayor Coyle commented that with the evolution of the Town Center, the City would see more interest in RAP as well as other cultural means, e.g., (library, music, and science.

2. Summary of RAP Strategic Plan - Susan Sharp presented a working draft of RAP's Strategic Plan which involved three areas of focus: education, gallery, and resident artists. Ms. Sharp noted that the key priorities in the Plan were to add professional staff, generate funds through marketing and development, and to get City businesses involved in RAP activities.

Ms. Adams noted that RAP has been named a "Community Beacon;" there are only two communities in the entire State with this designation. Under this program, RAP has to attend classes to help facilitate high school seniors in the arts and grants are awarded for operations once a community successfully completes the program.

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3. FY96 Financial Request for Support from City of Rockville - Mr. Roseman referred to the chart in the back of the Strategic Plan which notes the declining requests RAP has made to the City for funding. A summary letter from RAP was distributed, outlining the conceptual FY96 Budget and it also included a FY95 budget for comparison.

In response to a question from Mayor Coyle, Ms. Adams reported that RAP was continuing its efforts to involve the community in its programs and activities. They are expanding their outreach into the City's summer camps program: planning a second "Art For A Steal" fundraiser, producing materials in Spanish, and are planning to connect with the annual Hispanic Festival. They are also working on a 1996 joint fundraiser with Peerless Rockville and inviting other cultural groups to take part, and they are planning to produce a brochure explaining RAP programs and activities.

Ms. Adams and Mr. Roseman expressed appreciation to Recreation and Parks Director Burt Hall, RAP Liaison Kathleen Moran, and Arts Programs Supervisor Betty Wisda.

Re: Adjournment

There being no further business to come before the Mayor and Council, the meeting was adjourned at 8:57 p.m., to convene again in General Session on Monday, April 10, 1995.